



WNCN
WNCN
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542
 Greenville, NC 27834
 252-355-8500

CONTRACT

And:

AL Media
 222 West Ontario
 Suite 600
 Chicago, IL 60610
 USA

Contract / Revision		Alt Order #
949694 / 4		25322391
Product		
Deborah Ross Candida		
Contract Dates	Estimate #	
10/03/16 - 10/16/16	5262	
Advertiser	Original Date / Revision	
POL/DSCC Deborah Ross	10/04/16 / 10/17/16	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	Account Executive	Sales Office
WNCN	Katz Chicago	Katz/Chicago
Special Handling		
Demographic		
Adults 35+		
Agency Code	Advertiser Code	Product 1/2
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNCN	10/03/16	10/07/16	Local News @ 5a	5a-530a		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--	3				\$75.00				
2	WNCN	10/03/16	10/07/16	Local News @ 530a	530a-6a		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--	3				\$125.00				
3	WNCN	10/03/16	10/07/16	Local News @ 6a	6a-7a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--	4				\$200.00				
4	WNCN	10/03/16	10/07/16	CBS This Morning	7a-9a		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--	4				\$175.00				
5	WNCN	10/08/16	10/08/16	Local News Sa-Su 6a-7a	6a-7a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/03/16	10/09/16	-----S-	1				\$50.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
949694 / 4	25322391

Contract Dates	Product	Estimate #
10/03/16 - 10/16/16	Deborah Ross Candida	5262

Advertiser	Original Date / Revision
POL/DSCC Deborah Ross	10/04/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
6	WNCN	10/08/16	10/08/16	CBS This Morning Sa	9a-11a		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	-----S-				2	\$125.00				
7	WNCN	10/09/16	10/09/16	Local News Su 7-8a	7-8a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	-----S				1	\$50.00				
8	WNCN	10/09/16	10/09/16	CBS Sunday Morning	9a-1030a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	-----S				2	\$200.00				
9	WNCN	10/03/16	10/07/16	Let's Make a Deal	10a-11a		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--				3	\$150.00				
E 10	WNCN	10/03/16	10/07/16	Price is Right	11a-12p		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--				4	\$250.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	WNCN	10/03/16-10/09/16	Price is Right		11a-12p	---WTF----	:30	\$250.00	NM		
		Credited											
		moved to 25332208/955376											
11	WNCN	10/03/16	10/07/16	Local News @ 12p	12p-1230p		:30				NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--				4	\$225.00				
12	WNCN	10/03/16	10/07/16	Y&R	1230p-130p		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--				4	\$350.00				
13	WNCN	10/03/16	10/07/16	Steve Harvey	3p-4p		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--				4	\$175.00				
14	WNCN	10/03/16	10/07/16	Dr. Phil	4p-5p		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/03/16	10/09/16	--WTF--				3	\$200.00				
E 15	WNCN	10/03/16	10/07/16	Local News @ 5p	5p-530p		:30				NM	3	\$600.00

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Contract / Revision	Alt Order #
949694 / 4	25322391

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Advertiser	Original Date / Revision
POL/DSCC Deborah Ross	10/04/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
Week:	10/03/16	10/09/16	--WTF--		\$200.00			4					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	2	WNCN	10/03/16-10/09/16	Local News @ 5p	5p-530p	---WThF----	:30		\$200.00		NM		
	<i>Credited</i>												
	moved to 25322208/955376												
16	WNCN	10/03/16	10/14/16	Local News @ 530p	530p-6p		:30				NM	4	\$800.00
Week:	10/03/16	10/09/16	--WTF--		\$200.00			4					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WNCN	10/03/16-10/09/16	Local News @ 530p	530p-6p	---WThF----	:30		\$200.00		NM		
	<i>Credited</i>												
	made good w/o 10/10												
Week:	10/10/16	10/16/16	----F--		\$200.00			1					
17	WNCN	10/03/16	10/14/16	Local News @ 6p	6p-630p		:30				NM	4	\$2,000.00
Week:	10/03/16	10/09/16	--WTF--		\$500.00			4					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WNCN	10/03/16-10/09/16	Local News @ 6p	6p-630p	---WThF----	:30		\$500.00		NM		
	<i>Credited</i>												
	made good w/o 10/10												
Week:	10/10/16	10/16/16	----F--		\$500.00			1					
18	WNCN	10/03/16	10/14/16	Entertainment Tonight	7p-730p		:30				NM	4	\$1,400.00
Week:	10/03/16	10/09/16	--WTF--		\$350.00			4					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	2	WNCN	10/03/16-10/09/16	Entertainment Tonight	7p-730p	---WThF----	:30		\$350.00		NM		
	<i>Credited</i>												
	made good w/o 10/10												
Week:	10/10/16	10/16/16	----F--		\$350.00			1					
19	WNCN	10/03/16	10/14/16	Family Feud	730p-8p		:30				NM	3	\$1,500.00
Week:	10/03/16	10/09/16	--WTF--		\$500.00			3					

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949694 / 4	25322391

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Advertiser	Original Date / Revision
POL/DSCC Deborah Ross	10/04/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
21	WNCN	10/08/16	10/08/16	CrimeTypeime	8p-9p		:30				NM	1	\$305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S-	1	\$305.00							
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S-	1	\$305.00							
22	WNCN	10/08/16	10/08/16	CrimeTypeime	9p-10p		:30				NM	1	\$305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S-	1	\$305.00							
23	WNCN	10/03/16	10/07/16	Local News @ 11p	11p-1135p		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	--WTF--	4	\$350.00							
24	WNCN	10/08/16	10/08/16	LN Sa-Su	11p-1135p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S-	1	\$200.00							
25	WNCN	10/09/16	10/09/16	LN Sa-Su	11p-1135p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S	1	\$200.00							
26	WNCN	10/06/16	10/06/16	Thursday Night Kickoff	730p-825p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	---T---	1	\$500.00							
27	WNCN	10/08/16	10/08/16	ACC Football	1230p-1p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S-	1	\$200.00							
28	WNCN	10/09/16	10/09/16	NFL Today	12p-1p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S	1	\$200.00							
29	WNCN	10/09/16	10/09/16	NFL Late Game	430p-730p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		10/03/16	10/09/16	-----S	1	\$1,400.00							

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WNCI

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252-755-8600

253-355-8500

Advertiser	POL/DSCC Deborah Ross
Original Date / Revision	10/04/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description
-------	----	------------	----------	-------------

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/14/16	72	\$20,660.00	(\$3,099.00)	\$17,561.00
Totals	72	\$20,660.00	(\$3,099.00)	\$17,561.00

Signature: _____

Date: _____

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125 West 55th St
New York, NY 10019

Contract # 25322391		Changes as of: 10/17/2016 at 2:43 PM		Version: Highlighting Revision 3	
CPE: /15262		Flight: 10/3/16 - 10/16/16		Station: WNCT	Total \$: \$20,660.00
Agency: AL MEDIA		Advertiser: DSCC / Deborah Ross		Market: Greenville/New Bern/Wash	Total Spots: 72
222 W. ONTARIO ST		Product: Deborah Ross Candidate		Office: CHICAGO	Total CPP: \$0.00
SUITE 600		Agency Order #:		Primary Demo: Adults 35+	Total GRP:
CHICAGO, IL 60610		Buyer: BARB OBRZUT		Con Type: POLITICAL/VOTE	Traffic #: 949694
		Salesperson: DAN BARKER		Assistant: MIKKIE BASELICE	Separation:
		312-755-3936		312-755-3854	
Comments: removing NA spots and creating new order based off of Jennifer's makegood.					

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/3	10/10	10/3 - 10/10	Total Spots	Total \$	CPP	GRP
REV- 10	M-F 11a-12n		Price is Right	\$250.00	0.0	30	4	3	0	3	\$750.00	\$0.00	0.0
REV- 15	M-F 5p-5:30p		Early News	\$200.00	0.0	30	4	3	0	3	\$600.00	\$0.00	0.0
TOTALS:						67	5			72	\$20,660.00	\$0.00	0.0

Moved \$450 to order
253332208
955376



125 West 55th St
New York, NY 10019

Contract # 25322391

CPE: //5262

Agency: AL MEDIA

Changes as of: 10/17/2016 at 2:43 PM

Flight: 10/3/16 - 10/16/16

Advertiser: DSCC / Deborah Ross

Version: Highlighting Revision 3

Station: WNCT

Market: Greenville/New Bern/Wash

Total \$: \$20,660.00

Total Spots: 72

222 W. ONTARIO ST

SUITE 600

CHICAGO, IL 60610

Product: Deborah Ross

Candidate

Agency Order #:

Buyer: BARB OBRZUT

Salesperson: DAN BARKER
312-755-3936

Primary Demo: Adults 35+

Con Type: POLITICAL/NOTE

Assistant: MIKIE BASELICE
312-755-3854

Total GRP:

Traffic #: 949694

Separation:

Special Instructions	
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Order Level Comments

Date/Time	Added by	Comment
10/17/16 2:43 PM	CHAISE WOOLSEY	removing NA spots and creating new order based off of Jennifer's makegood.
10/12/16 3:21 PM	CHAISE WOOLSEY	Revision moving NA spots w/o 10/3 to w/o 10/10 per Jennifer and approved by Nicole Homan.
10/12/16 2:34 PM	Jennifer Layman	Line 16 1x 10/5 530p news \$200--mg Fr 10/14 530p news \$200 Line 17 1x 10/5 6p news \$500--mg 1x Fr 10/14 6p news \$500 Line 18 1x 10/5 7p ET \$350--mg 1x Fr 10/14 7p ET \$350 Line 19 1x 10/6 730p Family Feud \$500--mg 1x Fr 10/14 730p Family Feud \$500
10/05/16 5:13 PM	CHAISE WOOLSEY	Revision extending flight to move spots missed d/t NA. -Chaise for Dan
		Did not enter 1 Spot \$2000
		Line 20 1x Tue 8-9 NCIS \$2000
10/04/16 11:14 AM	Jennifer Layman	Please Advise
09/30/16 1:13 PM	CHAISE WOOLSEY	New political Candidate order for Deborah Ross to begin 10/3 through 10/9. Please confirm, thanks - Dan

Competitive Information	
Market Budget:	\$73,786
WNCT Share:	28%
Comment:	
WCTI:	26%
WFXI:	6%
WITN:	40%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	72	\$20,660.00	N/A	0.0
Total	100%	72	\$20,660.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	72	\$20,660.00
Total	72	\$20,660.00

Transaction History

Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg	Contract \$	Comment
Revision	10/17/16 2:43 PM	CHAISE WOOLSEY	Revised		2	\$-450.00	\$0	Changes: Total Spots from 74 to 72. Calculated Dollars from \$21,110.00 to \$20,660.00. Competitive Market Budget from \$75,393 to \$73,786. Total \$ from \$21,110.00 to \$20,660.00. User Entered \$ from \$21,110.00 to \$20,660.00. Comments from Revision moving NA spots w/o 10/3 to w/o 10/10 per Jennifer and approved by Nicole Homan. to removing NA spots and creating new order based off of Jennifer's makegood.. 2 buylines added or modified.
Revision	10/12/16 3:21 PM	CHAISE WOOLSEY	Confirmed			\$0	\$0	Changes: Comments from Revision extending flight to move spots missed d/t NA. -Chaise for Dan to Revision moving NA spots w/o 10/3 to w/o 10/10 per Jennifer and approved by Nicole Homan.. 4 buylines added or modified.
Makegood 2	10/12/16 2:34 PM	Jennifer Layman	Confirmed			\$0	\$0	Changes: Flight End from 10/9/16 to 10/16/16. Comments from New political Candidate order for Deborah Ross to begin 10/3 through 10/9. Please confirm, thanks - Dan to Revision extending flight to move spots missed d/t NA. -Chaise for Dan. 29 buylines added or modified.
Revision	10/5/16 5:13 PM	CHAISE WOOLSEY	Confirmed			\$0	\$0	
Makegood 1	10/4/16 11:14 AM	Jennifer Layman	Confirmed			\$0	\$0	



125 West 55th St
New York, NY 10019

Contract # 25322391		Changes as of: 10/17/2016 at 2:43 PM		Version: Highlighting Revision 3	
CPE: //5262		Flight: 10/3/16 - 10/16/16		Station: WNCN	
Agency: AL MEDIA		Advertiser: DSCC / Deborah Ross		Market: Greenville/New Bern/Wash	
222 W. ONTARIO ST SUITE 600 CHICAGO, IL 60610		Product: Deborah Ross Candidate		Office: CHICAGO	
Agency Order #:		Buyer: BARB OBRZUT		Primary Demo: Adults 35+	
Salesperson: DAN BARKER 312-755-3936		Assistant: MIKKIE BASELICE 312-755-3854		Con Type: POLITICAL/NOTE	
				Total GRP: 949694	
				Traffic #: Separation:	
				Total Spots: 72	
				Total CPP: \$0.00	
				Total \$: \$20,660.00	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/3/16 8:34 AM					\$0
New	9/30/16 1:13 PM	CHAISE WOOLSEY	Confirmed	74		\$21,110.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.